

SPECIAL EXCEPTION CRITERIA ANALYSIS

This application is requesting two Special Exceptions to permit 1) residential development within a mixed use project, and 2) a bonus height above the by-right height permitted in the B-2 zoning district. Section 48-90 of the City’s Zoning Ordinance provides primary and secondary criteria for use when evaluating special exceptions. The project complies with those create as described below.

(1) Primary criteria:

- a. The resulting development conforms to the city’s adopted comprehensive plan and design guidelines;

Conformance with the Comprehensive Plan

The proposed development is located in the Downtown/City Center area and fulfills the plan’s vision and goals for that area by creating a vibrant, urban, streetscape with a varied mix of uses that will bookend the eastern end of downtown Falls Church. Most of the guidance in the Comprehensive Plan for this area is directed toward the City Center, which does not include the property. However, there is some specific language applicable to this property in the general text and the more general Land Use and Economic Development Goals in the Comprehensive Plan.

- Provide the appropriate level of commercial uses within the City that meets the needs of residents and supports the economic vitality of the City (Chapter 4 – Goal 9).

The proposed project contains a significant commercial component that furthers the goal and accomplishes the associated strategies. The proposed commercial uses allow residents to meet their needs locally and will reduce auto trips to outside the City. The mix of office, retail, restaurants, and a community theater will provide the needed services to the City’s residents, including residents of this project. The project also maximizes the amount of net new commercial space and net new commercial revenue to the City.

- Provide for mixed-use development areas composed of retail, office, and residential uses (Chapter 4 – Goal 11).

The proposed project includes significant amounts of retail, office, and residential uses into one building. The co-location of various uses will facilitate the use of shops and restaurants by office workers and residents and will create foot traffic during the day and on nights and weekends.

- Ensure that parking solutions enhance the character and efficiency of commercial areas (Chapter 4 – Goal 12).

The surface parking for the three existing buildings will be replaced with a structured garage that is screened from view. The varied mix of uses will allow for shared parking on the site, thereby reducing the overall number of needed spaces. Parking demand will further be diminished by the provision of public bike parking and private enclosed bike storage. The project also proposes

on-street parking along E. Broad Street, which will slow vehicular traffic and frame and buffer the pedestrian realm.

- Promote efficient use of land within the City’s commercial corridors (Chapter 4 – Goal 14).

As provided in the strategy for implementing this goal, the project is a multi-story building that is being pursued with increased height to maximize efficiency.

Conformance with Downtown Falls Church POA Small Area Plan

The proposed development substantially furthers the Downtown Falls Church POA Small Area Plan’s goals and vision for the Core Entertainment Area and is in substantial conformance with the key concepts included in the plan.

The Core Entertainment Area is a centrally located, dense, walkable, bicycle friendly area that is “meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel spaces.” The project meets this vision by providing a walkable and bicycle friendly design that complements existing retail, restaurants, and entertainment venues in the area. Additionally, a potential community theater is proposed, which will directly add to the available entertainment options in the area and citywide. The varied mix of uses will create an active street during the day, and in the evenings and weekends.

Key Concepts

The proposed development is in harmony with and accomplishes the five key concepts for the Downtown Falls Church POA by increasing the tax base, improving the quality of life for City residents, and capturing a regional customer base for the area.

Leverage Existing Businesses

The proposed mix of retail, restaurants, office, residential, and a community theater will be complementary to and support existing local businesses. The significant office component will provide daytime patrons to existing and new restaurants and businesses. The new residential component will provide a base of new residents to support existing businesses on evenings and weekends. The potential community theater leverages the existing entertainment venue to create a hub of activity. Additionally, patrons of the community theater will support existing local businesses before and after shows.

Effectively Manage Growth

The plan calls for keeping “popular business and land uses while allowing growth on the land now dominated by unshared and uncoordinated surface parking, drive aisles, and other auto-oriented uses”. The proposed project consolidates three existing properties, removes the existing uncoordinated surface parking and drive aisles, and provides a varied mix of uses that will increase the coordinated development in the Downtown POA, while still maintaining the character of the area.

Improve Connections

The proposed project improves pedestrian connections within the Downtown POA by providing wider sidewalks and uses that activate the street to create a more pleasant and inviting space for pedestrians to access the proposed use and area restaurants and attractions. Additionally, the consolidated structured parking will provide pedestrians arriving by car access to all surrounding attractions. The project also promotes bike usage by providing public bike parking as well as private enclosed bike storage within the building for residents and office workers.

Provide Public Parking

The proposed parking structure compliments the adjacent public parking on the City lot. Public parking is also provided on-street along E. Broad Street. While no public parking is proposed inside the garage, the project should help the overall parking situation by providing appropriate levels of parking for the proposed uses. Providing dedicated parking for office workers and residents will increase the critical mass of patrons for surrounding businesses, while limiting any demand for public parking by those employees and residents.

Encourage Thoughtful Design

The project’s design creates an urban, highly walkable, and active public street that is at a pedestrian scale. Outdoor seating along E. Broad Street, including the arcade area, create a vibrant and active street that encourages pedestrian activity. Additionally, the building is designed to a scale that complements the pedestrian realm. LEED Silver certification will be pursued for the project and rooftop amenities are provided. Bike parking is provided for both the public and in a private storage area with showers for residents and office workers. Parking is screened from public view and designed to limit disruption of the pedestrian realm.

Conformance with Design Guidelines

The proposed development furthers the City’s Design Guidelines by:

- Providing appropriate landscaping to define the pedestrian realm and creating an attractive pedestrian realm.
- Utilizing special paving materials for sidewalks and minimizing curb cuts along E. Broad Street and N. Washington Street.
- Orienting building and ground-floor uses toward E. Broad Street and N. Washington Street.
- Using the building’s design to create an urban edge that is scaled for the pedestrian realm.
- Providing service and loading areas inside the screened garage.
- Providing parking in a structured garage that is screened from view on all four sides of the building.
- Significantly upgrading the project architecture over existing uses on the site, which do not meet the City’s design guidelines.

SPECIAL EXCEPTION CRITERIA ANALYSIS, cont.

b. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses;

The proposed development creates a significant net new commercial square footage and provides a significant commercial component along with residential uses. The existing development on the property contains 65,437 square feet of commercial space. That space will be replaced by 93,000 square feet of commercial space.

c. The resulting development produces substantial positive net new commercial and residential revenue to the city;

The project provides substantial positive new commercial and residential revenue to the City. The overall positive net revenue is \$31.4 million over 20 years.

(2) Following the evaluation of applications using the primary criteria in subsection (d)(1) of this section, the following secondary criteria will be applied:

a. The resulting development is not disproportionate to surrounding land uses and planned land uses in size, bulk, or scale;
The City envisions this site as an area of dense retail uses with support residential to leverage the existing restaurants and entertainment uses in the area. Our project is of a scale and design that is compatible with surrounding uses and appropriate for a building at the prominent Broad and Washington Street intersection. The building’s architecture is broken up to provide a more pedestrian scale, which is enhanced by a wider pedestrian realm, activated ground-floor uses, and outdoor seating. These factors combine to create a project that enhances its surroundings.

b. The resulting development does not overburden the existing community facilities, including the school, transportation, and water and sewer systems;
The project will provide the transportation improvements outlined in its transportation study. Additionally, the project will provide any necessary improvements to the sewer and water systems needed to accommodate the project. Finally, a contribution to the school system will be part of the voluntary concessions.

c. The resulting development provides community benefits, such as affordable housing, as it is described in article VII of this chapter;
The project will provide community benefits through the varied number of uses included, including the potential community theater. The variety of uses, including office and residential, will create a critical mass of activity that will benefit the existing businesses in the area. The increased tax revenue from

the project will help the City provide additional benefits to its residents. The proposed residential uses will include 6% of units as affordable in three equal income bands of 65%, 80% and 100% of AMI.

d. The resulting development contributes to a vibrant, pedestrian-oriented environment, both on site and in relation to adjoining properties, with street level activity throughout the day and evening;
This project, more than most other projects approved in the City, will provide an activated street throughout the day and evening, including weekends. The combination of a significant office component that drives day time activity, with a residential component that supports the retail, restaurants, and community theater in the evening and on weekends is a unique aspect of the project that will help anchor Core Entertainment Area. The building is designed and sited to provide an enhanced pedestrian experience. Additionally, the wide pedestrian realm, active ground-floor retail, restaurant, and grocery spaces, and proposed outdoor seating will lead to a vibrant pedestrian-oriented environment.

e. The resulting development offers creative use of landscaping, open space and/or public parks, public plazas, and walkways connecting to adjoining properties;
The project includes an active, pedestrian-oriented streetscape that provides landscaping in accordance with the City’s guidance. The well-designed pedestrian realm provides opportunities for pedestrians to comfortably stroll down N. Washington Street and E. Broad Street.

f. The resulting development provides a variety of commercial services and products that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining, retail, and an array of consumable goods;
The significant amount of retail, restaurant, a community theater, and office use in the project will serve a wide array of commercial services for residents. The potential community theater in particular will help meet the needs of all city residents for entertainment and art. Additionally, the critical mass of office workers and residents will benefit existing business in the immediate area.

g. The resulting development encourages local or independent businesses;
The ground-floor restaurant and retail space are anticipated to be available for local or independent business, which will continue the tradition along Broad Street of providing unique restaurant and retail experiences. Additionally, the new office use should attract local and independent business that want to locate in the City, but desire new space that is targeted to the current office market’s demands.

h. The resulting development provides for a reduction of single-use parking requirements through the use of shared parking;
The varied number of uses on site will encourage the use of shared parking. The office and residential components complement one another in providing parking demand at different peak times. Additionally, the retail and restaurants provide complimentary uses that will encourage visitors to park once and utilize the

various on-site uses.
i. The resulting development encourages multi-modal transportation through design and other techniques, to reduce the reliance on single-occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible; and
The project will encourage multi-modal transportation its TDM plan, which will be included in the voluntary concessions. Multi-modal transportation will also encouraged through the inclusion of public bike racks and private bike storage for residents and office workers.

j. The resulting development utilizes (Leadership in Energy and Environmental Design) LEED criteria in the design of the project.
The project is anticipated to obtain LEED Silver certification.

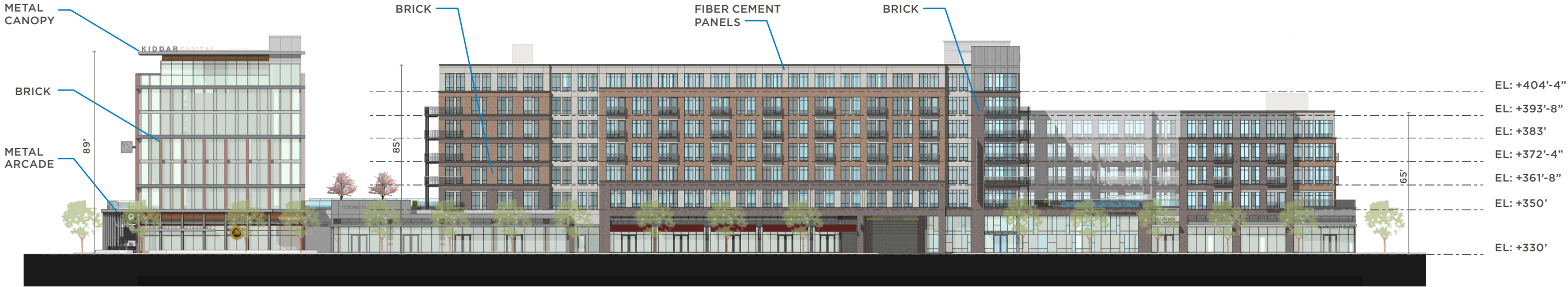
B-2, Central Business District Regulations – Mixed Use and Height Increase

The proposed commercial and residential mixed-use development meets the intent of the B-2 District as stipulated in the Zoning Ordinance by providing a varied mix of uses, including retail, restaurants, a potential community theater, office, and residential.

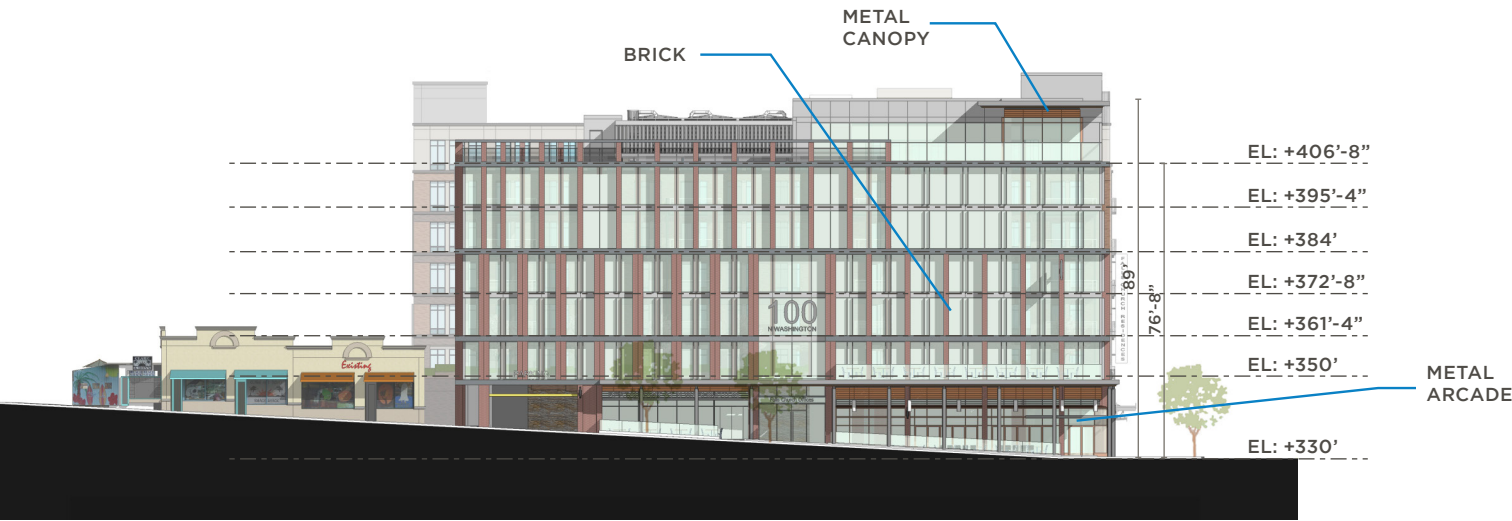
Residential development within a mixed-use development project is a special exception use in the B-2 District. The proposed project aligns with the regulations specified in Section 48-488 (2) relative to the ability of the council to grant this type of special exception. Specifically, (1) the proposed retail uses are not included on the identified list of uses that are not encouraged on a primary street frontage, (2) the retail component is located on the first floor adjacent to a major thoroughfare and a Frontage A street as defined in the Comprehensive Plan, and (3) the proposed structure is over the minimum four (4) stories in height.

A height bonus of up to 40 feet may be granted by the city council, if the city council determines that the project is exemplary in terms of conformance with the criteria in subsections 48-90(d)(1) and (2) of the Zoning Ordinance, and the bonus shall significantly assist in conformance with subsections 48-90(d)(2) and (3) of the Zoning Ordinance. As discussed in this justification, the project aligns with the recommendations in the Comprehensive Plan and Design Guidelines (Primary Criterion 1) and provides a significant net new increase in the amount and quality of commercial square footage (Primary Criterion 2). The additional bonus height of 15 feet will also allow for increased revenue to the City (Primary Criterion 3).

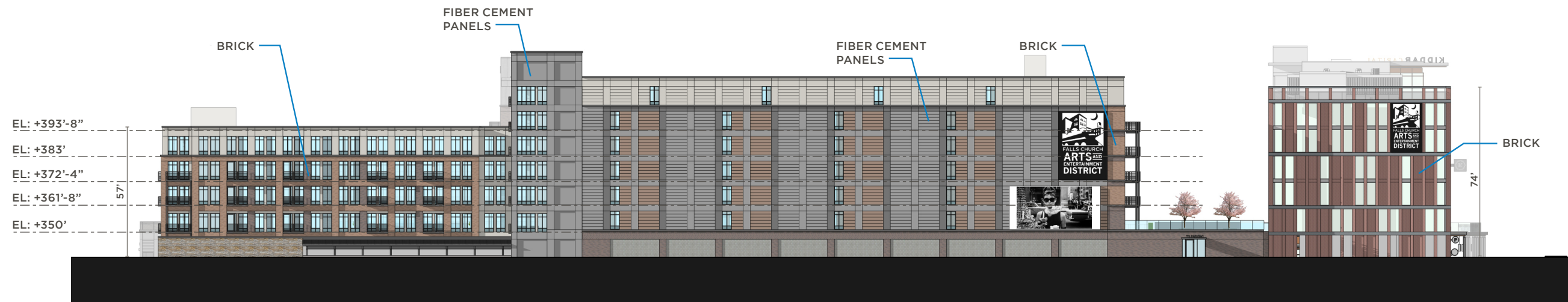
BUILDING ELEVATIONS



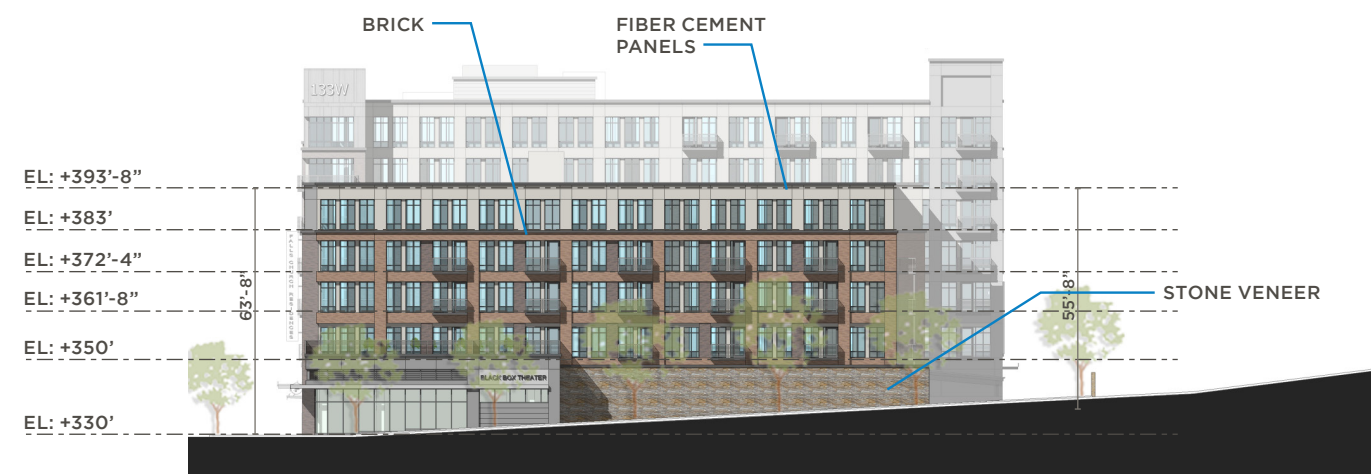
SOUTH ELEVATION, E. BROAD STREET



WEST ELEVATION, N. WASHINGTON STREET



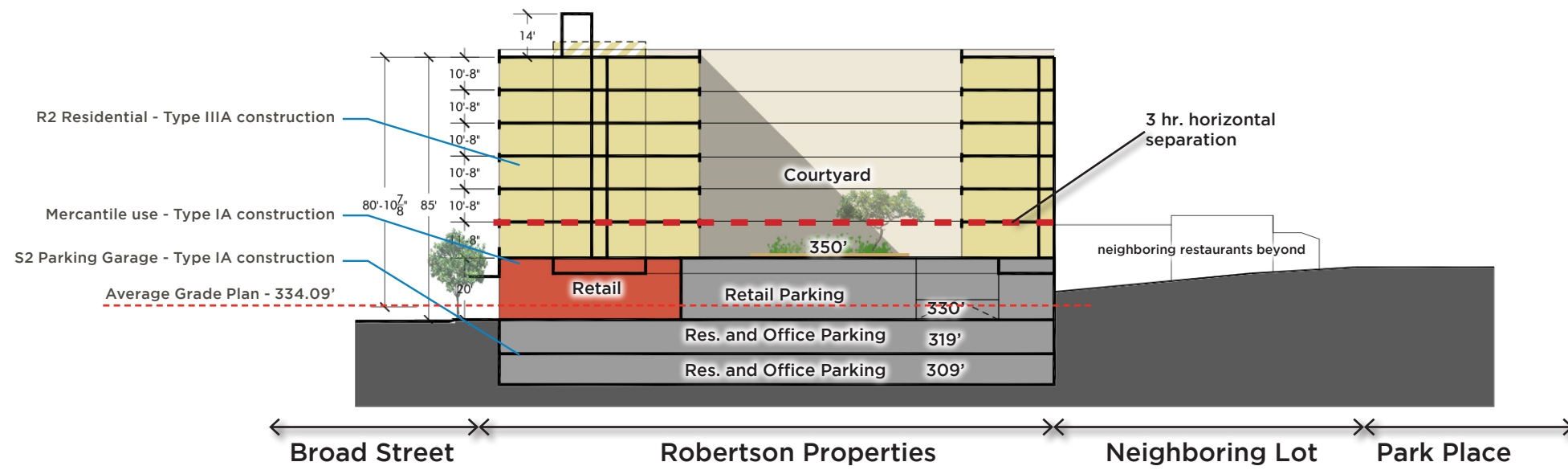
NORTH ELEVATION, PARK PLACE



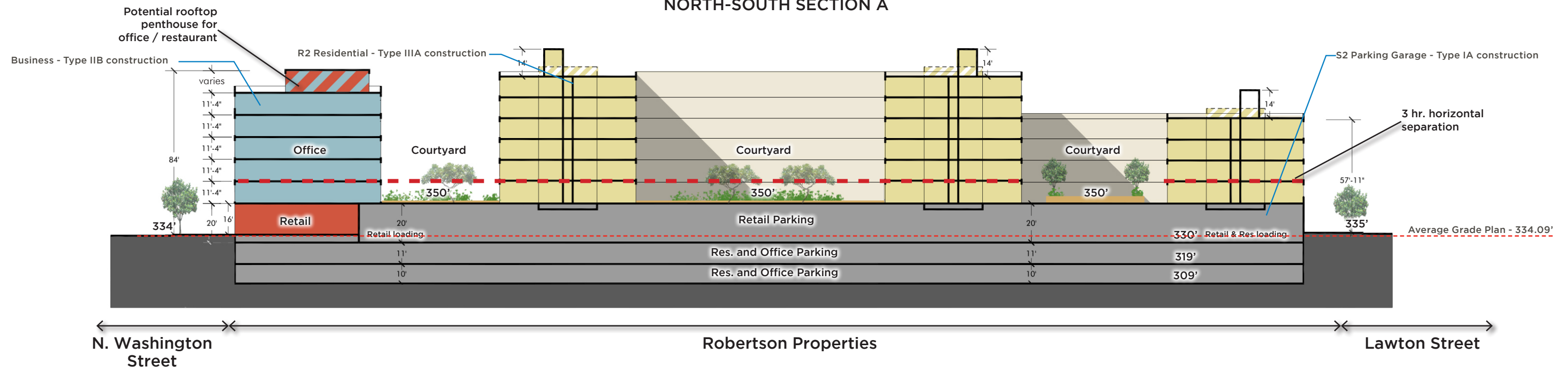
EAST ELEVATION, LAWTON STREET



BUILDING SECTIONS



NORTH-SOUTH SECTION A

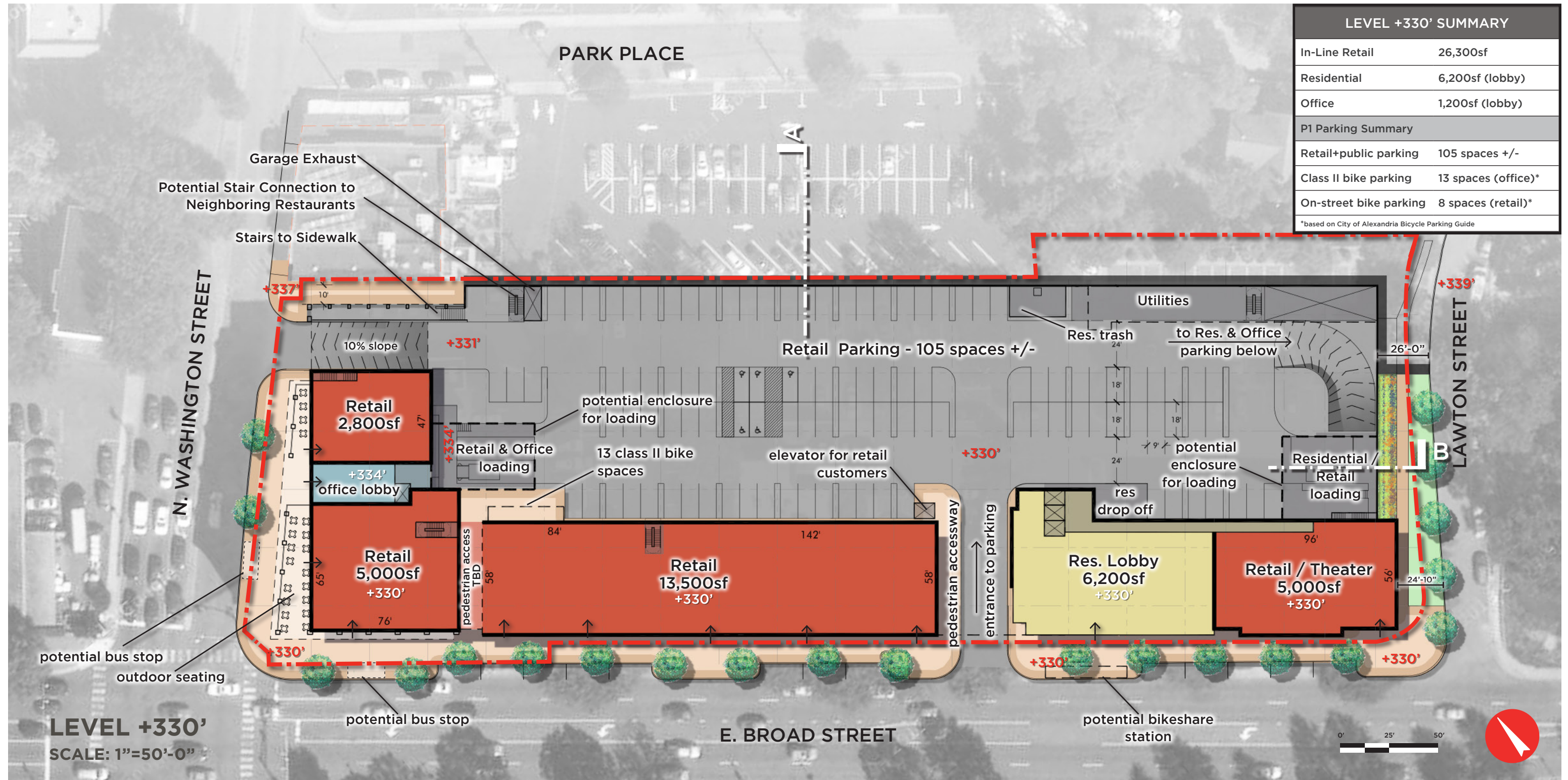


EAST-WEST SECTION B

DESCRIPTION OF STRUCTURE:

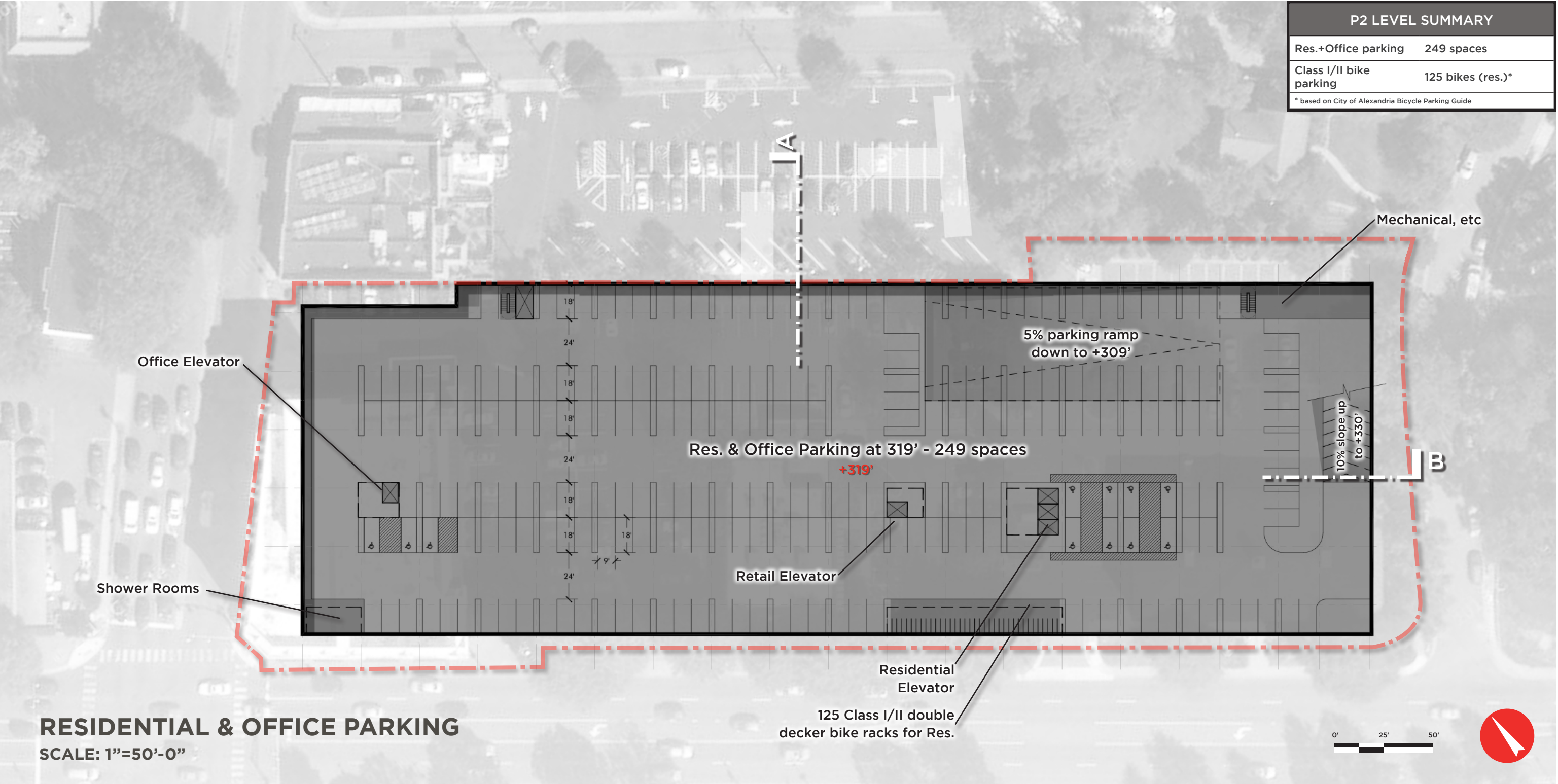
Mixed-Use Podium building based on *IBC 2015, Section 510.2-Horizontal Building Separation Allowance*. Building consists of 2 level underground Parking (Type IA construction) + 2 level above grade, Retail & Residential (Type IA construction) + 5 levels Office (Type IIB construction) and 3/5 levels R2 Residential (Type IIIA construction) above 3 hour horizontal separation.

CONCEPTUAL FLOOR PLANS AND PARKING LEVELS











PROJECT SPECIFICATIONS

SITE TABULATIONS

Current Zoning:	B-2(Central Business) / T-1(Transitional)	
Proposed Zoning:	B-2 (Business)	
Total Site Area:	2.68 AC (per Field Survey)	
Proposed Use:	Mixed-Use (Residential/Retail/Office)	
FLOOR AREA		
Proposed GFA		
Retail	26,300 GFA (1)	
Office (Includes Penthouse and Lobby)	66,700 GFA (1)	
Residential Area (Includes Residential Lobby Area)	297,600 GFA (1)	
Total Gross Floor Area	390,600 GFA (1)	
FLOOR AREA RATIO (F.A.R.)		
Minimum F.A.R.:	None	
Maximum F.A.R.:	None	
Proposed F.A.R.:	3.35 (2)(3)	
Density		
Total Proposed Dwelling Units:	292 D.U.	
Proposed Residential Density:	109 DU/AC	
Maximum Building Height Allowed:	115 FT W/ Bonus	
	(75 FT By-Right + 40 FT By S.E.)	
Proposed Building Height: (measured from average grade)	±90.0 FT	
Open Space (Usable)(%):	REQUIRED N/A	PROVIDED ± 5 % (Private Common)

YARD REQUIREMENTS

	REQUIRED	PROVIDED
Minimum Front Yard Setback E. Broad Street (To Face of Curb):	20 FT	20 FT
Minimum Front Yard Setback N. Washington Street (To Face of Curb):	20 FT	20 FT
Minimum Front Yard Setback Lawton Street (To Property Line):	14 FT	10 FT
Minimum Side/Rear Yard Setback (To Property Line):	20 FT (Adjacent 'R' District) 0 FT (Adjacent B-2 District)	20 FT 0 FT

PARKING TABULATIONS

	REQUIRED	PROVIDED
Parking - Trade (Retail):	106 Spaces	105 Spaces
Trade/General Merchandise Retail (1 Space/250 SF @ 26,300 SF)		
Parking - Office: (Business-General) (1 Space/450 SF @ 66,700 SF)	149 Spaces	136 Spaces
Parking - Residence (Multi-Family):	471 Spaces	359 Spaces
Studio/Efficiency Unit (1 Space/ D.U. @ 33 DU)		
One Bedroom Unit (1.5 Space/ D.U. @ 161 DU)		
Two/Three Bedroom Unit (2 Space/ D.U. @ 98 DU)		
TOTAL PARKING:	726 Spaces	600 Spaces (4)(5)

LOADING TABULATIONS

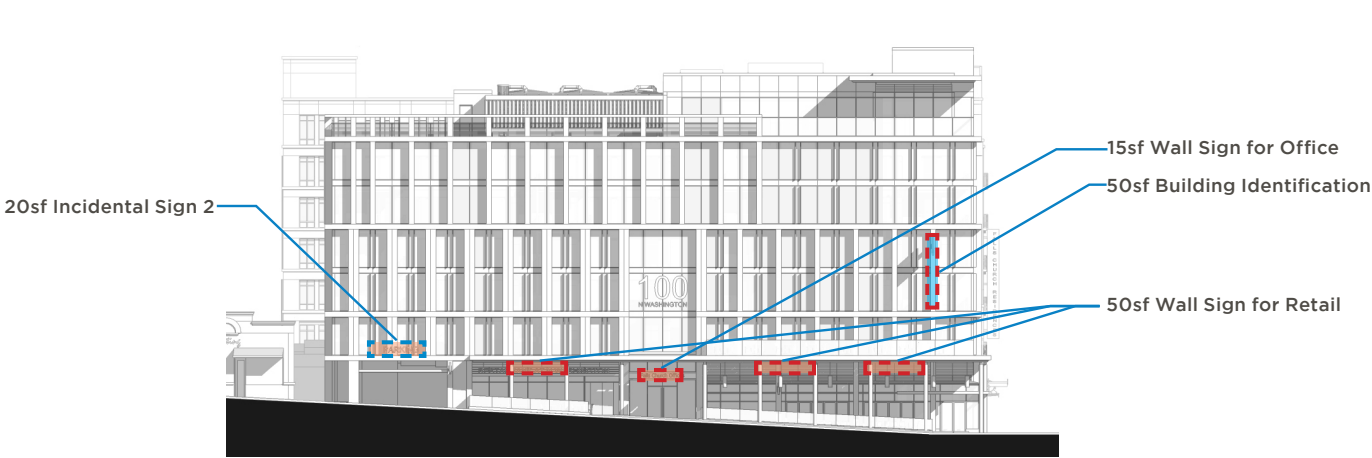
	REQUIRED	PROVIDED
General Retail-Merchandise	1 Space	1 Space
Office	1 Space	
Residential Multi-Family	0 Space	1 Space

- (1) Gross Floor Area (GFA) reported per code definition.
- (2) F.A.R / GFA does not include area of structured parking.
- (3) F.A.R. is based on current site area prior to dedication/vacation of road frontage.
- (4) Final provided parking quantity for the residential, retail, and office uses is subject to change with final dwelling unit count and mix, and final retail/office GFA as determined at final site plan and final parking reduction plan, by the City Planning Commission under Section 48-971(2) of the city code.
- (5) Refer to conceptual parking plan herein, and parking reduction plan under separate cover, for layout and proposed distribution of parking spaces.

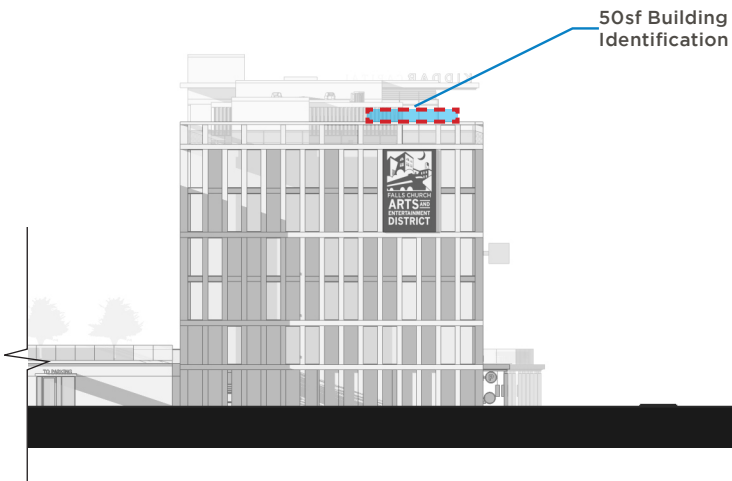
BUILDING SIGNAGE



SOUTH ELEVATION, E. BROAD STREET



WEST ELEVATION, N. WASHINGTON STREET



NORTH ELEVATION

	SIGN SCHEDULE	
	Individual Retail Tenant	2 Wall / Marquee signs + 1 Window sign + 1 Projecting Sign
	Building Identification Signs	5 possible signs along Broad Street & Washington Street
	Incidental Signs	2 Wall Signs shown just above the entrances to the parking garage - one each along E. Broad street and N. Washington street
	Pedestrian-Oriented Signs	as needed

Notes:

Retail signage placement is for illustrative purposes only and is intended to show sign placement and size as referenced by Sec. 48-1265 of the Falls Church Zoning Ordinance. Actual signage (size and placement) to be designed in coordination with tenant design in accordance with the above referenced standard. Signs may be internally illuminated or be illuminated by a light projected on the sign that is shielded in such a manner as to light the face of the sign alone. Signs will be constructed of rigid, durable materials with distinctive mounting as allowed by the code.

SIGN TYPES

**WALL / MARQUEE SIGN**

Maximum 50sf sign per tenant (total of two signs per tenant) calculated at one square foot per lineal foot of building frontage occupied by the business. Sign shall not be higher than the lower sill line of the second floor windows.

**WINDOW SIGN**

One sign per tenant. No window sign shall exceed 25% of the total area of the window pane on which, or behind which it is located. Sign area per business shall not exceed 10sf on any street frontage.

**PROJECTING SIGN**

Maximum 10sf sign per tenant located no higher than the lower sill line of the second floor windows. Projecting sign shall not interfere with any part of a window or architectural opening.

**BUILDING IDENTIFICATION SIGN**

One Building Identification sign up to a maximum of 80sf shall be located between one to eight feet below the top of the cornice on one side of the building which faces a street front.

**INCIDENTAL SIGN**

Wall sign providing information or direction as necessary for the physical use of the site.

PRELIMINARY FISCAL ANALYSIS

STUDY OBJECTIVE AND KEY FINDINGS

Insight Property Group LLC (“Client”) engaged RCLCO (Robert Charles Lesser & Co.), a national real estate advisory firm based in Bethesda, Maryland, to analyze the fiscal impact on the City of Falls Church, Virginia, of its proposed development, Broad & Washington. Assuming the property is rezoned according to the Client’s application, the development program would consist of 292 rental apartments, 26,300 square feet of in-line retail including an estimate 13,000 square feet of restaurant space, 66,700 square feet of office space, and a 5,000 square foot theater. RCLCO analyzed the fiscal impact of development of the site under the proposed rezoning. We have not included the impact of the theater in our analysis.

Between 2017 and 2036, the typical 20-year time period for which RCLCO conducts fiscal impact analyses, RCLCO estimates that the property will generate tax revenues of approximately \$58.1 million against operating expenditures of \$26.6 million, resulting in a positive net fiscal operating impact of \$31.4 million. (See Figure 1 and Exhibit 2.) Exhibit 2 shows the total revenues and expenditures and net fiscal impact by year, as well as the cumulative net fiscal impact. Exhibit 3 graphs the cumulative net fiscal impact.

Without taking account of inflation or the fiscal benefits from construction, the annual gross fiscal impact after stabilization of the development will be \$2,664,000 and the annual net fiscal impact will be \$1,420,000.

Development on the site will result in approximately 366 permanent jobs.

1 — NET FISCAL IMPACT SUMMARY
BROAD & WASHINGTON, 2015-2034

City of Falls Church		
ESTIMATED REVENUES		DISTRIBUTION
Real Property Tax	\$30,445,000	52%
Personal Property Tax	\$3,557,000	6%
Sales Tax	\$3,322,000	6%
Meals Tax	\$7,513,000	13%
BPOL Tax	\$1,708,000	3%
Licenses and Permits	\$540,000	1%
Miscellaneous Revenues	\$10,978,000	19%
Total	\$58,063,000	100%
ESTIMATED EXPENDITURES		
Total Expenditures	\$26,644,000	
Net Fiscal Impact	\$31,419,000	

2 — TOTAL REVENUES & EXPENDITURES BY YEAR
BROAD & WASHINGTON, 2015-2034

	Total Revenues	Total Expenditures	Net Fiscal Impact	Cumulative Net Fiscal Impact
2017	\$144,000	\$0	\$144,000	\$144,000
2018	\$117,000	\$0	\$117,000	\$262,000
2019	\$615,000	\$0	\$615,000	\$877,000
2020	\$252,000	\$0	\$252,000	\$1,129,000
2021	\$1,753,000	\$771,000	\$982,000	\$2,111,000
2022	\$2,967,000	\$1,443,000	\$1,524,000	\$3,635,000
2023	\$3,161,000	\$1,479,000	\$1,682,000	\$5,317,000
2024	\$3,240,000	\$1,516,000	\$1,724,000	\$7,041,000
2025	\$3,321,000	\$1,554,000	\$1,767,000	\$8,809,000
2026	\$3,404,000	\$1,593,000	\$1,811,000	\$10,620,000
2027	\$3,489,000	\$1,632,000	\$1,857,000	\$12,476,000
2028	\$3,576,000	\$1,673,000	\$1,903,000	\$14,379,000
2029	\$3,666,000	\$1,715,000	\$1,951,000	\$16,330,000
2030	\$3,757,000	\$1,758,000	\$1,999,000	\$18,329,000
2031	\$3,851,000	\$1,802,000	\$2,049,000	\$20,379,000
2032	\$3,947,000	\$1,847,000	\$2,100,000	\$22,479,000
2033	\$4,046,000	\$1,893,000	\$2,153,000	\$24,632,000
2034	\$4,147,000	\$1,940,000	\$2,207,000	\$26,839,000
2035	\$4,251,000	\$1,989,000	\$2,262,000	\$29,101,000
2036	\$4,357,000	\$2,039,000	\$2,318,000	\$31,420,000
TOTAL	\$58,063,000	\$26,644,000	\$31,420,000	

3 — CUMULATIVE NET FISCAL IMPACT
BROAD & WASHINGTON, 2015-2034

